ORDER

Orders	Order / Rev:	107922	_	
	Alt Order #:	06864170		
	Product Desc:	JOE HECK 4 CONGRESS		HD
	Estimate:	2937		KSNV
	Flight Dates:	10/17/12 - 10/23/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/16/12 / 10/16/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Strategic Media Placement, Inc.	_	
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Heck, Joe for Congress	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	34	\$31,925.00	\$27,136.25

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$31,925.00	\$27,136.25	0.00
Totals	34	\$31,925.00	\$27,136.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	99%	\$31,925.00
Market	100%	\$32,247.47

Revenue Codes:

		-
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$322.47

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	≣ 1	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp	w/WaGM	6-7a	W	:30	1	\$700.001	0.00 NM	1	\$700.00
					M-F 6-7a WakeUp	w/Wagners								
		NEWS												
		Star	t Date E	End Date	Weekdays S	Spots/Week	Rate	Rating						
_	W	eek: 10/1	5/12 1	10/21/12	W	1	\$700.00	0.00						

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Order / Rev: 107922 Advertiser: Heck, Joe for Congress

Alt Order #: 06864170 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 10/17/12 - 10/23/12 Estimate: 2937

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/17/1	2 10/17/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	•	6-7a	W	- :30	1	\$700.00 1	0.00 NM	1	\$700.00
NEWS			IVI-F 0-7a VVakeO	p w/vvagners								
<u>St</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week	Rate \$700.00	Rating						
E 2 KSNV			M-F 6-7a WakeUp	w/WaGM	6-7a	0.00 T	- :30	1	\$700.00 1	0.00 NM	1	\$700.00
			M-F 6-7a WakeU	-					,			•
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NEWS			M-F 6-7a WakeU	p w/vvagners								
	art Date	End Date	Weekdays E	Spots/Week	Rate	Rating						
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		2 10/22/12	M-F 6-7a WakeU	•	0-7a	141	.30	'	Ψ100.00 1	0.00 14101	'	Ψ100.00
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NEWS			M-F 6-7a WakeU	p w/Wagners								
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E 7 KSNV			Today Show	CM	658a-9am	T	- :30	1	\$600.002	0.00 NM	1	\$600.00
TODA	,		Today Show									
	r art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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E 8 KSNV	10/19/1	2 10/19/12	Today Show Today Show	CM	658a-9am	F-	- :30	1	\$600.002	0.00 NM	1	\$600.00
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	art Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						
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		,,	M-F Early News		(5:00 PM-5:3				* · ,= · · · ·			*1,=00100
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NEWS			M-F Early News		(5:00 PM-5:3	SU PM)						
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Order / Rev: 107922 Advertiser: Heck, Joe for Congress

Alt Order #: 06864170 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 10/17/12 - 10/23/12 Estimate: 2937

No No No No No No No No	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ıys	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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Print Date: 10/16/12 12:58:59 Page 4 of 4

Order / Rev: 107922 Advertiser: Heck, Joe for Congress

Alt Order #: 06864170 Product Desc: JOE HECK 4 CONGRESS KSNV

Flight Dates: 10/17/12 - 10/23/12 Estimate: 2937

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len S	pots Rate Pr	i Rtg Type	Spots	Amount
			M-F News 3 at Ele	even		-		-			
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	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i	
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SAT TO										ĺ	
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/		10/21/12	S-	1	\$625.00	0.00	~		2 22 1114		^
E34 KSNV	10/21/1	2 10/21/12		СМ	7a-8am		S :30	1 \$750.001	0.00 NM	1	\$750.00
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	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i	
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						-			Totals	34	\$31,925.00
									iolais	34	ψυ 1,020.00